MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

LST2017 – STRATEGIC THINKING AND PLANNING

(All sections)

22 OCTOBER 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page only.
2. Answer **ALL** questions.
3. Write all your answers in the ***Answer Booklet*** provided.

STRUCTURED QUESTIONS [50 MARKS]

Instructions: Answer **ALL** questions.

1. A strategic plan that incorporates equity, inclusion, and diversity can help an organisation to achieve transformational change. Explain *five* needs for strategic planning. (5 marks)

2. Explain the steps in strategic planning and management. (6 marks)

3. Successful managers have to do several things in leading the drive for good strategy execution and operating excellence. Explain any *three* actions a manager can undertake. (6 marks)

4. Briefly explain the following:
   a. Strategy (2 marks)
   b. Game theory (2 marks)
   c. Cooperative games (2 marks)

5. a. What is "critical thinking" to you? Explain. (3 marks)
   b. Provide *three* reasons to explain the importance of critical thinking. (3 marks)

6. Explain *five* incentives to actively participate in strategic planning. (5 marks)

7. A SWOT analysis can offer helpful perspectives at any stage of an effort. Explain *five* uses of SWOT. (10 mark)

8. Explain *four* types of lateral thinking tools according to Edward de Bono. (6 marks)

End of Paper